

## Message Text

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ACTION EB-07

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FM AMEMBASSY PRAGUE

TO SECSTATE WASHDC 7504

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INFO AMEMBASSY VIENNA

UNCLAS PRAGUE 0133

COMMERCE FOR BEWT/TPD (THOMPSON)

VIENNA FOR USEWTC

E.O. 11652: N/A

TAGS: BEXP, ETRD, CZ

SUBJECT: LIKELY EFFECTS OF LONG-GRAVEL AMENDMENT ON  
TRADE PROMOTION IN CZECHOSLOVAKIA

REFS: A. PRAGUE 0073

B. STATE 3246

C. PRAGUE 006

1. EMBOFFS RAISED QUESTION OF U.S. PARTICIPATION IN LIGHT OF LONG-GRAVEL AMENDMENT AT BRNO ENGINEERING FAIR NEXT SEPTEMBER WITH JAROSLAV MERCL, U.S. DESK OFFICER AT MINISTRY OF FOREIGN TRADE, A FEW DAYS AGO. MERCL SAW NO DIFFICULTIES WITH U.S. PLANS TO EXHIBIT AT FAIR AGAIN IN 1975 AND IN FACT OFFERED SEVERAL SUGGESTIONS TO ASSIST EMBASSY IN COLLECTING NECESSARY MARKET DATA ON PRODUCT CONTROL EQUIPMENT FOR SUBMISSION TO USDOC BY JANUARY 31. THROUGHOUT CONVERSATION MERCL PUSHED LINE THAT SO FAR AS LONG-GRAVEL AMENDMENT TO TRADE ACT OF 1974 WAS CONCERNED, CZECHOSLOVAK GOVERNMENT CONSIDERED BALL TO BE FIRMLY IN U.S. COURT. MERCL POINTED TO JANUARY 2 ARTICLE IN RUDE RPVAO (REFTEL C) AS DEFINITIVE STATEMENT OF HIS GOVERNMENT'S POSITION  
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ON MATTER, ESPECIALLY LAST PARAGRAPH IN WHICH POINT IS MADE

THAT FOR THEIR PART CZECHS WILL CONTINUE TO STRIVE TO REMOVE OBSTACLES TO IMPROVEMENT OF RELATIONS WITH U.S. ON GROUNDS THAT FUTURE DEMANDS GROWTH RATHER THAN STAGNATION IN THESE RELATIONS. ARTICLE STATES THAT CZECHS HAVE DONE ALL POSSIBLE TO IMPROVE RELATIONS, NOW IT IS U.S.'S TURN TO DO SAME.

2. AS TO PROPOSED THEME FOR USATECH EXHIBIT AND ITS RELATION TO PRODUCT THEME OF FAIR, MERCL EXPLAINED THAT FAIR THEME HAD NO AFFECT WHATSOEVER ON RELATIVE TREATMENT OF FIRMS EXHIBITING AT BRNO. HE DISMISSED IMPRTANCE OF FIAR PRODUCT THEME AS BEING LARGELY PROMOTIONAL VEHICLE FOR FAIR ITSELF RATHER THAN FOR INDIVIDUAL EXHIBITORS. IN MERCL'S VIEW, A U.S. EXHIBIT WHICH FEATURED PROCESS CONTROL EQUIPMENT OF LATEST TECHNOLOGY AND INCORPORATING SIGNIFICANT LABOR-SAVING FEATURES WOULD BE SUCCESSFUL, PARTICULARLY IF EQUIPMENT HAD APPLICATION IN ELECTRONIC, METALLURGICAL, AND ENGINEERING INDUSTRIES. MERCL ALSO EXPRESSED VIEW THAT PROCESS CONTROL EQUIPMENT WAS SUCH A BROAD CATEGORY AS TO MAKE IRRELEVANT ANY CONSIDERATIONS OF ALIGNMENT WITH THE FAIR PRODUCT THEME.

3. MERCL'S STATEMENTS REINFORCE EMBASSY CONTENTION (REFTEL A) THAT U.S. PARTICIPATION AT BRNO FAIR THIS YEAR WILL BE WELCOMED, EVEN EXPECTED, AS CONTINUATION OF BASIC U.S. TRADE PROMOTION PROGRAM IN CZECHOSLOVAKIA BEGUN FOUR YEARS AGO.  
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